
From: Tom Farris </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=C441F4FF47734837AC49C511B1BB8766-TOM FARRIS>
To: Phil Spencer
Sent: 3/17/2021 3:47:09 PM
Subject: NON-DRM-US Weekly Call Down March Week 2



March Week 2

US Weekly Call Down



The first retail week of March closed to a volume of [REDACTED] which is up [REDACTED] week over week. PS5 average volume is increasing faster than Xbox Series up [REDACTED] over the last 4 weeks compared the previous 4 weeks, while Xbox Series is up only [REDACTED] during the same timeframe. Sony introduced a new studio called Haven. They are an independent studio based in Montreal founded by Jade Raymond of Assassin's Creed fame, Jade was most recently heading up Stadia's internal studio which was just shut down. They are currently working on an unannounced new IP for PlayStation. Crash Bandicoot 4: It's About Time, that launched last Friday received a Metacritic score of 86. Microsoft's new first party premium Xbox wireless headset went on general availability today.

- Switch took first with [REDACTED] units last week, which was a [REDACTED] increase WoW.
- PS5 took second with [REDACTED] sold through, which was a [REDACTED] increase WoW.
- Xbox Series took third with [REDACTED] units last week, which was a [REDACTED] increase WoW.



Resources & Links

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This report is directional in nature and reflects more than 85% of the US retail market, data is based on account feedback and weekly/monthly sales data from NPD. Monthly reports will reflect 100% market coverage, this report will updated to reflect full market once the data becomes available.

Pivot table — <\\Redmond.corp.microsoft.com\data\xboxpublic\US Weekly Acct Shares\Dev\US Account Share Pivot-Gen9Update.xlsx>

Report view — <\\Redmond.corp.microsoft.com\data\xboxpublic\US Weekly Acct Shares\Dev\US Account Shares-Gen9Update.xlsx>

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